

# Values and Culture Workshop

Time for Strategy 2024

## Objective

To bring team members together to define, refine, and align on the core values, behaviours, and principles that form the foundation of a cohesive and inspiring company culture. The workshop will create a collaborative space where every voice contributes to shaping a culture that supports organisational success.

## Duration

Half-day to Full-day (customisable based on team size and objectives).

## Key Components

### 1. Introduction and Purpose Setting

- Begin with an overview of the workshop's purpose: to align on core cultural principles and build a shared sense of ownership.
- Emphasise that this is a collaborative effort where everyone's input is critical to success.

Output: A clear understanding of the workshop's goals and the importance of defining a unified culture.

### 2. Visioning the Ideal Culture

Activity: Participants envision their ideal company culture by writing down words, phrases, or creating visuals that represent a culture they are excited to work in.

Objective: Encourage participants to articulate values and aspirations in a way that feels personal and meaningful.

Output: A shared vision of the cultural qualities that resonate across the team.

### 3. Values Discovery and Alignment

Small Group Exercise: Break participants into teams and prompt them with questions like:

- *What values are essential to our mission?*
- *What behaviours support a positive, productive work environment?*
- *What values set us apart in our industry?*

Reconvene to identify common themes and agree on 3–5 core values that reflect the desired culture.

Output: A shortlist of values that align with the team's aspirations and organisational goals.

### 4. Defining Behaviours and Principles

Translate the agreed-upon values into observable, actionable behaviours. For example, if "Collaboration" is a value, associated behaviours might include proactive communication, supporting colleagues, and welcoming diverse perspectives.

Output: Practical behaviours linked to each value, providing a clear framework for living the company's culture.

### 5. "Start, Stop, Continue" Exercise

Conduct an interactive exercise to identify:

- What the team should start doing to foster the new culture.
- What they should stop doing that undermines the culture.
- What they should continue doing to reinforce positive behaviours.

Output: Tangible actions to support cultural transformation, prioritised for implementation.

### 6. Commitment and Accountability

Host a Commitment Circle where each participant states one personal action they will take to support the cultural principles.

Optionally, assign accountability partners or schedule follow-ups to maintain momentum.

Output: Individual and collective commitments to uphold the new culture.

## Tools and Tips for a Successful Workshop

**Collaborative Tools:** Leverage platforms like Miro, Jamboard, or physical flip charts for brainstorming and organising ideas.

**Neutral Facilitation:** Consider an impartial facilitator, such as Time for Strategy, to guide discussions, keep participants focused, and manage group dynamics.

**Document Outcomes:** Summarise the values, behaviours, and actions into a culture guide or one-pager that can be shared company-wide to maintain alignment.

**Interactive Activities:** Use breakout groups and visual exercises to encourage participation and engagement, especially in virtual settings.

## Outcomes

By the end of the workshop, the team will have:

**Defined Core Values:** A clear and agreed set of values that reflect the team's aspirations and support organisational goals.

**Actionable Behaviours:** Practical, observable behaviours linked to each value, making the culture tangible and actionable.

**Prioritised Actions:** A focused list of "start, stop, and continue" actions to guide immediate cultural improvements.

**Team Unity:** Enhanced collaboration and a sense of shared ownership in shaping the company culture.

**Commitment to Change:** Individual and collective accountability for implementing the cultural principles.

## More information

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